



## PRESS RELEASE

27th May, 2008

### **Booktrust distributes 80,000 free books after first mobile TV response campaign.**

#### **Mobile channel prompted direct response from 8% of target audience**

**Booktrust, the independent charity** that encourages people to read, is distributing 80,000 free books to parents of young children via the Bookstart programme, following their recent debut interactive TV campaign. Bookstart is a nationwide book-gifting programme that delivers free packs of books to families of children under 4 years old.

The campaign, created by **Kitcatt Nohr Alexander Shaw** in partnership with mobile agency **Incentivated**, was planned by **Trinity Communications** and bought by Manning Gottlieb OMD. Its objective was to encourage hard to reach social groups of teenage mums, single parents, parents with basic literacy skills and non-native English speakers to read more to young children and communicate the benefits of reading to children under four years of age.

The heavy weight TV campaign delivered 1,236 30 and 20 second TV spots throughout the day across 34 terrestrial and digital channels for one month. The Bookstart TV ads featured a mobile call-to-action for viewers to request a free book by texting **BOOK**, their house number and post code to **80800**. To view the TV ad, please visit <http://www.bookstart.co.uk/Early-years-news-article&newsid=0000083>.

Bookstart's target audience of parents and carers were encouraged to respond to the adverts by texting free from their mobile phones. By utilising geo-demographic audience insights Trinity revealed that TV was the correct choice of media, not only because the target audience view daytime TV but because they make regular appointments to watch specific programmes. Trinity also discovered that targeting this audience necessitated a free text response mechanism as the audience had limited online access but high mobile telephone ownership, hence mobile was chosen as the sole response mechanism for TV viewers to order books from Bookstart.

Following the campaign an attitudinal tracking study was undertaken by research company Synovate. The study found the following results. (Sample group: The research was carried out amongst a sample group of 275 parents and guardians of children under 4 years old.)

#### Tracking Results & Campaign Recognition:

- Campaign text response rates were extremely good at **79,415** with the ads also proving to be both **well liked and persuasive** by the target audience.
- The advertising campaign achieved high recognition based on the **285 TV Ratings** (TVRs) spent, falling in line with selected benchmarks.
- Around **4 in 10** people recognised at least one element of the Bookstart TV campaign
- Out of those who recognised the Bookstart TV ads;
  - 91% thought the ads were 'clear and easy to understand'
  - 87% thought they 'stood out as different'
  - 90% thought they were 'really good ads'
  - 86% thought they were 'aimed at people like me'
  - **77% agreed they 'made me want to read to my child more'**

Trinity's research found that;

- After profiling the campaign respondent's postcodes, analysis showed that the nine Mosaic types which most reflected the hard to reach target audience were proven to be **56%** more likely to respond to the Bookstart TV campaign than the average UK adult.

#### Text Responses:

Analysis conducted by Incentivated of the text requests has identified which TV spots generated the highest responses. Other campaign results include:

- In total the campaign resulted in **79,415 text requests** for books. This represents **8%** of the estimated 1 million UK households with children aged 3-4 years old. On average each TV spot resulted in **64 texts**.
- Mobile was the **only** response channel used. The text call to action appears prominently at the end frame of each ad for 3 seconds. The service was totally **free** to use ( text messages were free on zero-rated shortcode, books were also delivered free of charge).

**Emily Butt, Bookstart Campaigns and Communications Manager, Booktrust** speaking of the campaign said: “Our experience shows that reading to children as babies and infants helps them develop a lifelong love of reading and has emotional and academic benefits for the child’s development. This TV campaign has reached groups in society who don't always think of book sharing. We're delighted that mums and carers have texted us in such numbers for a copy of our guide to book sharing and information on how to obtain free books for their children.”

**Marc Nohr, Managing Partner at integrated agency Kitcatt Nohr** said of the results; “Our debut TV campaign for Bookstart, with its text call to action, has yielded excellent response results and provided a wealth of tracking data to help us tailor our planning for future campaigns. We’re delighted that our fun and accessible animated TV campaign has helped parents and carers to access these free books and reap the many benefits of reading to kids.”

**Simon Timlett, Partner at media planning agency Trinity Communications** commented: “These stunning campaign results support our strategy to recommend TV as the sole media and text as the sole response mechanism for this hard to reach audience. By analysing the media habits of the target audience we were able to choose to run this campaign primarily on daytime TV due to its reasonably low cost and to engage hard to reach social groups who often make appointments to view programmes broadcast during the day.”

**Robert Thurner, Commercial Director of Incentivated** adds: “This campaign proves what we have known for some time. Mobile provides an immediate response to advertising, whether using above or below the line channels, and offers brands the accountability on a scale TV advertising has lacked for years. Text messages are time and date stamped, allowing us to correlate responses with the TV spots broadcast, which allow us to draw meaningful conclusions with far-reaching implications for advertisers”.

- ENDS -

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#### Notes to Editors

#### **Incentivated**

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Mars, NHS, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>

#### **Kitcatt Nohr Background:**

Integrated creative agency, Kitcatt Nohr Alexander Shaw (abbreviated Kitcatt Nohr, not KNAS) launched in January 2002 and is fully owned by Creative Partner Paul Kitcatt, Managing Partner Marc Nohr, Client Partner Vonnie Alexander and Chairman Jeremy Shaw.

The agency's clients include Booktrust, Glenfiddich, Britannia, NS&I, Waitrose, WWF, Carphone Warehouse, John Lewis, Charles Tyrwhitt, Citroën, Norwich Union Healthcare, the Department of Health, COI, Friends Reunited, LA Fitness and NSPCC.

Kitcatt Nohr are Marketing's Direct Agency of the Year for the second year running.

For more information please visit [www.kitcattnohr.com](http://www.kitcattnohr.com)

#### **Trinity Communications**

Trinity Communications is a media planning agency, founded in July 2007 by Partners, Phil Nunn, Simon Timlett and Amy Lennox. Their clients include New Look, Sling Media, Charles Tyrwhitt, Booktrust, Carphone Warehouse, WWF, Alton Towers, Salvation Army and COI.

Trinity was set up to help businesses use media more effectively without silos and is based on the core belief that successful media planning unifies Digital, Brand and Direct with one single communication strategy. Trinity's unified approach to media planning creates effective, practicable and more profitable communications for advertisers. Great media is about the balance and blend of these skills.



For more information please visit [www.trinitycommunications.com](http://www.trinitycommunications.com)

**Bookstart:**

Bookstart is the national programme that encourages all parents and carers to enjoy books with children from as early an age as possible. We want every child in the UK to develop a lifelong love of books. Working through locally-based organisations, Bookstart gives the gift of free books to children at around eight months, 18 months and three years, along with guidance materials for parents and carers. Bookstart also aims to foster a love of books through a range of fun activities.

Bookstart is run by Booktrust, an independent national charity that encourages people of all ages and cultures to discover and enjoy reading. Amongst Booktrust's other projects are the Orange Prize for Fiction, National Children's Book Week, the Children's Laureate and the Booktrust Teenage Prize.

Bookstart is a public and private partnership and benefits from sponsorship from over 20 children's publishers, Red House Books and central funding from Sure Start. Parents wishing to receive a pack should speak to their Health Visitor or contact their local library.

For more information please visit [www.bookstart.co.uk](http://www.bookstart.co.uk)